



DEPARTMENT OF PUBLIC WORKS
CITY OF NEW ORLEANS

Streetlight Banner Instructions

In order to promote community awareness, the Department of Public Works allows community awareness banners to be hung on City-owned streetlights. In general, the DPW does not allow commercial advertising or political campaigning on these banners. Sponsorships are allowed, but the community message must make up a substantial portion of the banners.

The DPW requires a minimum clearance of at least 18-feet if the banner hangs over the roadway or is located on a state or federal right-of-way. Otherwise, 14-feet is the minimum clearance allowed unless a special exception is granted. Banners are generally 24" X 60" or smaller, and must be vented. If the streetlight requested has a banner bracket, the applicant may use the existing bracket. If the streetlight requested does not have a banner bracket, the applicant must supply the bracket and donate it to the City once the applicant's banners are removed. All mounting hardware installed must be non-rusting (stainless steel, galvanized steel, or aluminum).

Banners placed on City-owned streetlight poles within the Downtown Development District (Iberville St., the Pontchartrain Expressway, Claiborne Ave. and the Mississippi River) must be approved by the DDD. The DDD can be reached at (504) 561-8927 and <http://downtownnola.com/>. The DDD may charge a rental fee.

Requests to place streetlight banners must be made in writing. The request should be made to:

Mark D. Jernigan, P.E., PMP (Lt. Col. Retired)
Director
Department of Public Works
1300 Perdido St. Room 6W03
New Orleans, LA 70112

The letter must:

- a. State the applicant's name
- b. Indicate what event or honor the applicant will be promoting with the banners.
- c. Indicate which street light poles the applicant wants to use.
- d. Indicate the size of the banner the applicant wants to install
- e. Indicate whether the poles requested already have banners or bracket arms.
- f. State when the applicant would like to install the banners.
- g. State when the applicant plans to remove the banners.
- h. State who will be installing and removing the banners.

The applicant must attach a copy of the proposed banner to the letter.

Before installing the authorized banner(s), the applicant must:

1. Provide a copy of general liability insurance in the amount of \$1,000,000.00 covering the proposed banners with the City of New Orleans and All Star Electric. as additional insured.
2. Return a signed Hold Harmless Agreement (a partially completed Hold Harmless Agreement will be provided by the City).

Please note: In addition to banners, the DPW will also allow ribbons, flags, and holiday lights to be mounted on streetlight poles granted the work is performed by licensed electricians.

1300 PERDIDO STREET | SUITE 6W03 | NEW ORLEANS, LOUISIANA | 70112
PHONE 504-658-8000 | FAX 504-658-8007

